

# CASTADIVA

We Make Things Happen

Investor Access Conference  
Paris, 7<sup>th</sup> Oct. 2025



# AGENDA

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Group Overview

Financial Results

Key strategic pillars

Competitive advantages

Annex





*Every brand runs in its racing track.*

# THE GROUP





WE ARE A

# MULTINATIONAL GROUP

Leader in **Italy**

ACTIVE IN

## COMMUNICATION FIELD

DIGITAL AND LIVE  
COMMUNICATION | COMMERCIALS  
ENTERTAINMENT | BRANDED  
CONTENT | TV PROGRAMMING |  
MUSIC | ART | CULTURE





A large, illuminated globe is the central focus of the image, showing the continents of Africa and Europe. It is set against a dark night background with silhouettes of trees. In the foreground, a person's silhouette stands with their arms raised, looking up at the globe. Several semi-transparent blue rectangular boxes are overlaid on the right side of the globe, each containing a large number and a corresponding label. The overall scene is lit with a cool blue light, likely from the projection itself.

# The numbers show **WHO WE ARE**

**260** People

**13** Offices around the world

**165** Active Clients

**130** International Awards





MILAN | ROME | BERGAMO | PRAGUE | ISTANBUL | BUENOS AIRES | MONTEVIDEO  
 | CAPE TOWN | LOS ANGELES | MODENA | GENOA | SHANGHAI | RIYADH





# BUSINESS UNITS

LIVE COMMUNICATION

CORPORATE  
LUXURY  
MUSIC

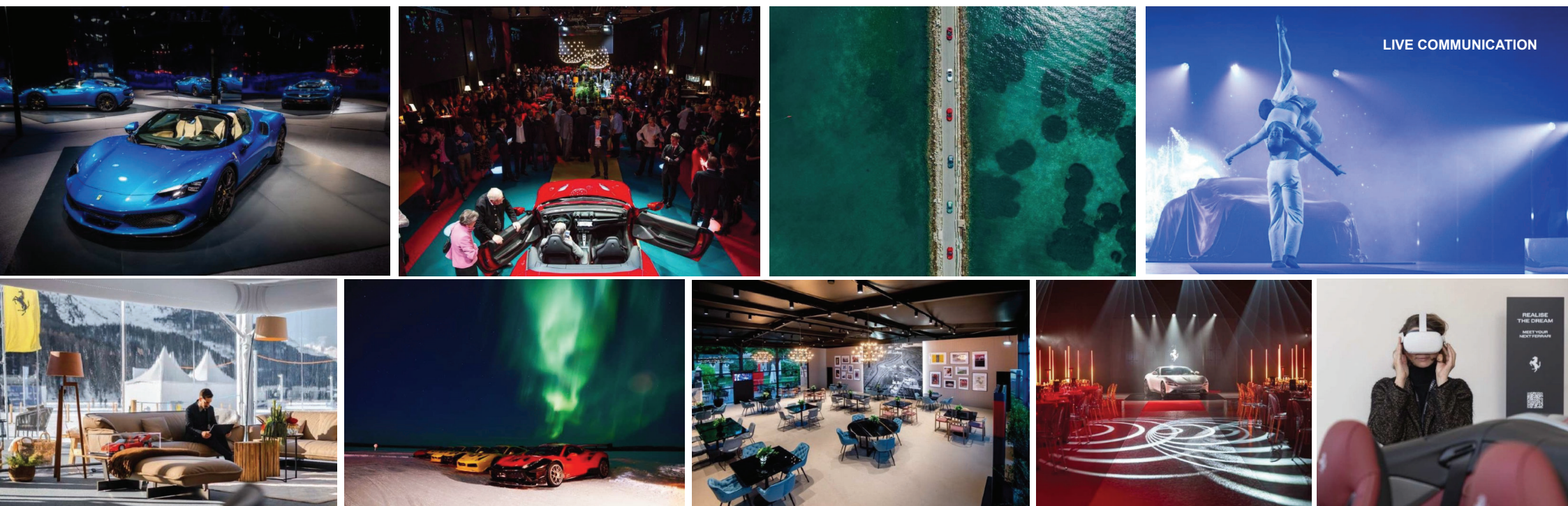




# G2EVENTI

G2 Events designs unforgettable events and makes them happen through its advanced hub dedicated to live and digital communication. It creates every type of event: conventions, roadshows, exhibitions, immersive experiences, team building, exhibition stands, incentives, sporting events, hospitality and innovative formats. Recently, it has integrated a unit dedicated to the creation and organization of events for fashion and luxury brands such as Moncler, Fendi, Pomellato and Bulgari. G2 Events designs unique experiences based on four pillars: creativity, technology, reliability and cost-effectiveness.



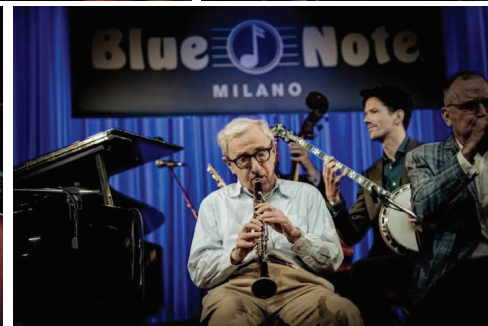


# GENIUSPROGETTI

Genius Progetti is an agency based in Sassuolo, specialized in the creation and organization of events for top luxury brands. It designs tailor-made experiences that reflect the uniqueness of the world's most prestigious brands, such as Ferrari and Maserati.

It combines the Italian style with an international approach to manage any aspect of a project.

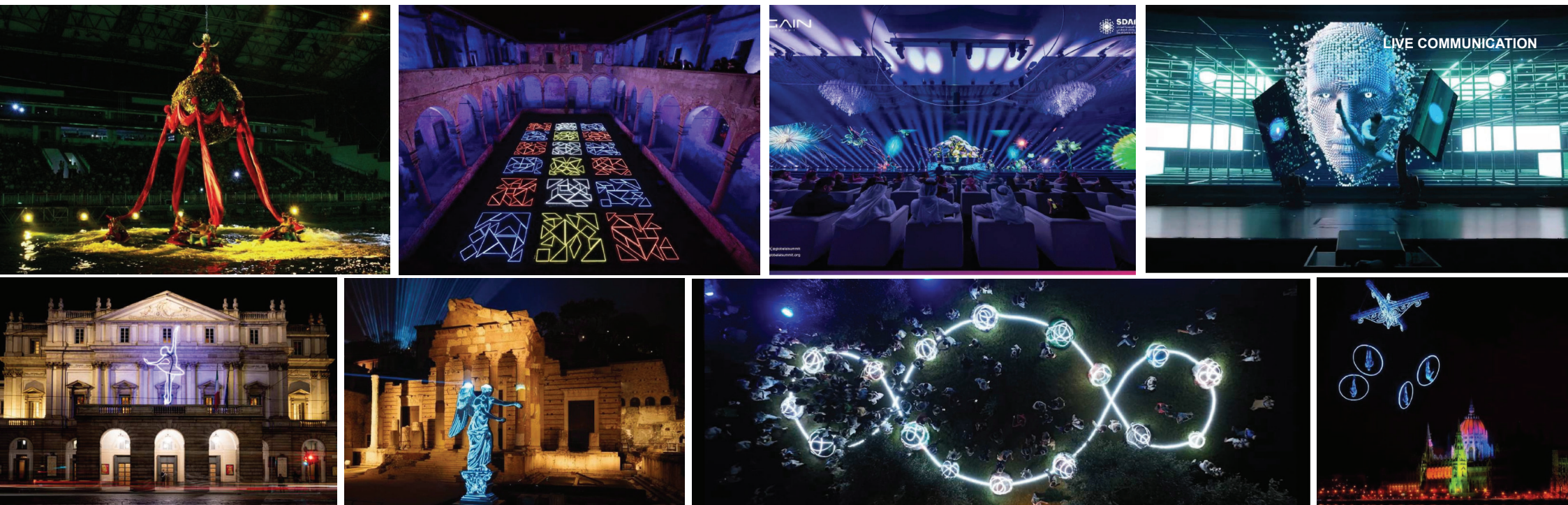




# BLUENOTEMILANO

Blue Note is a jazz club and restaurant, opened in 2003 and part of the worldwide Blue Note network, together with the historic Blue Note Jazz Club in Greenwich Village in New York. Open six days a week, every year the club hosts about 350 shows and 60 private and corporate events. It is visited by more than 80.000 customers, serves 30.000 dinners and it is considered one of the most important and famous showcases for jazz music in Europe and beyond.





# CASTADIVA ART&SHOW

Casta Diva Art & Show is the division of Casta Diva Group devoted to the creation and production of major events, celebratory ceremonies, and artistic performances in Italy and worldwide. With an approach that blends art, performance, and innovation, it transforms creative ideas into unforgettable experiences. Through proprietary formats and a seamless integration of artistic vision and operational expertise, the division celebrates the beauty and value of the fusion between tradition and modernity, establishing itself as a benchmark for globally significant events.





# FIRSTCLASS

First Class specializes in designing and organizing congresses, meetings, and training events, with a particular focus on the medical-scientific field. It is a company built on the talent and expertise of its staff, gained through years of experience at both national and international levels. First Class remains at the forefront of the latest technologies and industry trends, reinterpreting them in an innovative way while maintaining a strong connection to tradition. A comprehensive partner with outstanding planning and communication skills.





# **BUSINESS** UNITS

**VIDEO** PRODUCTION

ADVERTISING  
TV PROGRAMMATIC  
VIDEO CONTENT

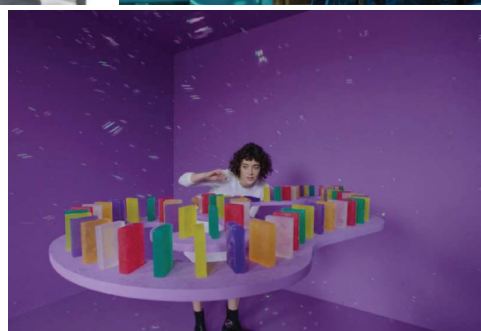
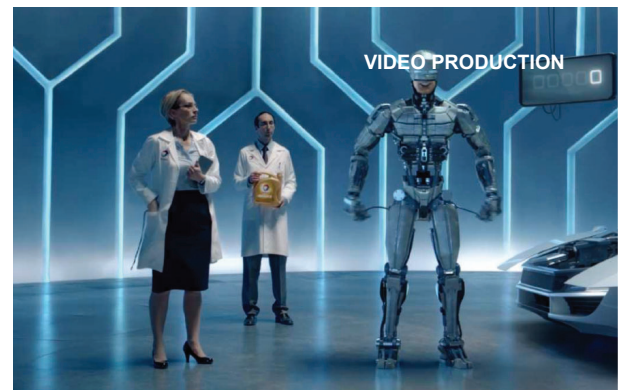
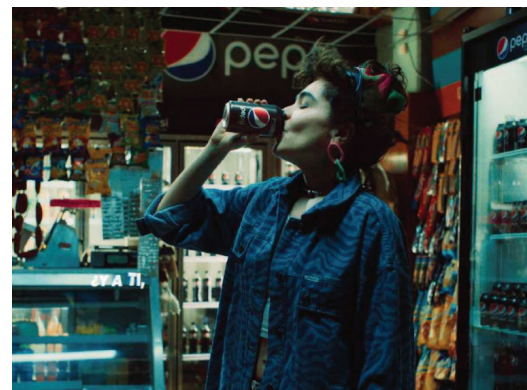
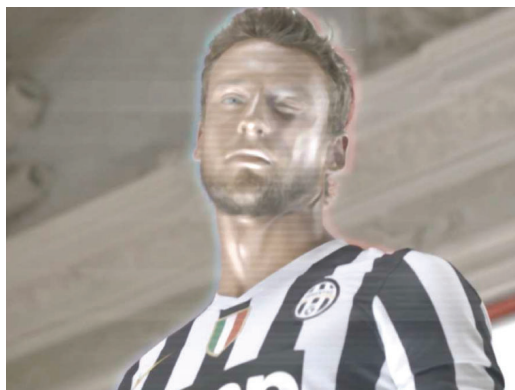




# CASTADIVAPICTURES

Casta Diva Pictures deals with branded content: TV shows, advertising productions, movies and video content. The company has numerous branches across the world and is one of the largest advertising production networks. In recent years, it has developed Casta Diva Entertainment, a new business unit that creates TV formats and produces hundreds of hours of TV programming for clients such as Amazon, Netflix, RAI, Warner Bros. Discovery. Its producers have successfully worked with over 100 of the world's best brands.

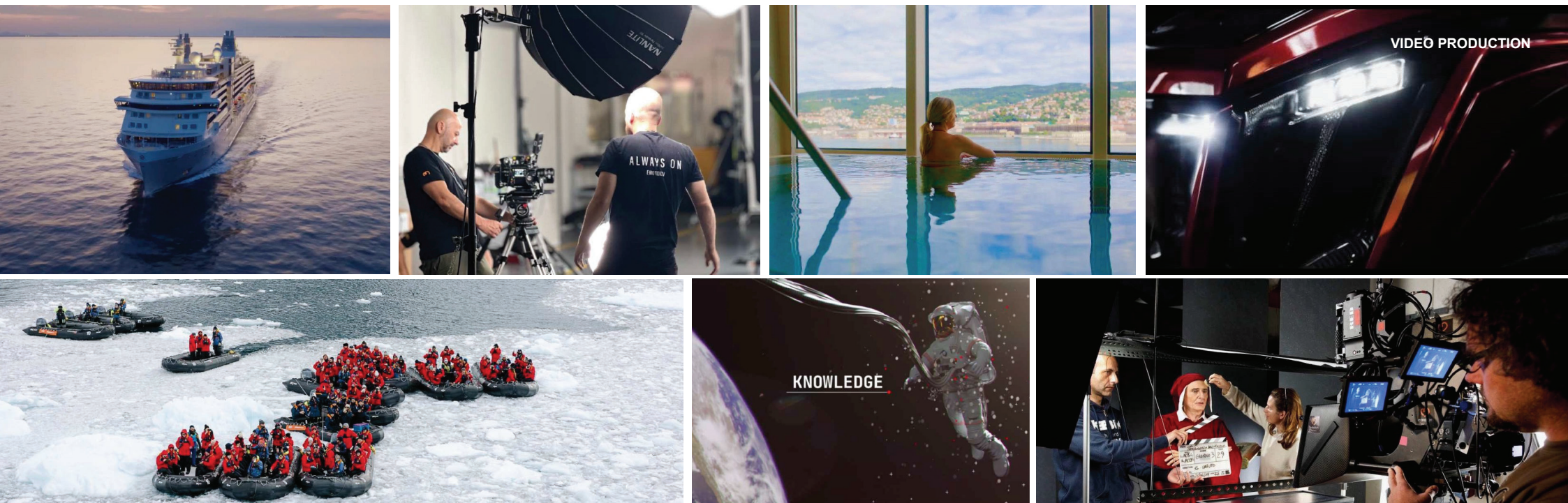




# AKITAFILM

Akita Film produces and organizes corporate video and commercials for major brands around the world. It stands out for its skills in the search for talent such as directors, photographers and video makers, both in Italy and abroad.





# E-MOTION

E-motion is a production company based in Genoa, specialized in corporate, product and event video. It is among the first in the world to have adopted the shooting system based on Red Digital Cinema technology, and today it has accumulated a unique experience in using this system. It offers integrated solutions without compromising on quality, thanks to its creative, technical and logistical capabilities.



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame, creating a strong sense of height and architectural scale. The sky is a clear, deep blue. The text "FINANCIAL RESULTS" is overlaid in the center in a white, sans-serif font.

# FINANCIAL **RESULTS**



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## 1H2025 KEY FACTS

**CASTADIVAGROUP**  
We Make Things Happen



**On June, 27<sup>th</sup>** Casta Diva Group completed the **issue in private placement of two Sustainability-Linked Bonds for a total of €15 million**. The issues were divided into two tranches: the first, worth €10 million, was subscribed by Crédit Agricole Italia and by Finlombarda S.p.A., while the second was fully subscribed by Cassa Depositi e Prestiti. Both issues are backed by SACE's Archimedes Guarantee.

**CASTADIVAGROUP**  
We Make Things Happen

**eGroup**

**On July, 3<sup>rd</sup>** eGroup, one of the most important companies in the new media sector in Italy with over 4 million total followers on social media and with a roster of proprietary events aimed at the new generations and **Casta Diva Group** announce the birth of **agenZy**, the new communication and events agency made by GenZ to communicate with GenZ, through their language.



**On September, 8<sup>th</sup>** Casta Diva Group announces that it has submitted a **proposal to acquire the BU active in the events sector** of Prodea Group S.p.A., a company that has been on the market for 30+ years, currently involved in a negotiated crisis settlement procedure.



# 1H2025: CONSOLIDATED FINANCIAL HIGHLIGHTS

## VALUE OF PRODUCTION

**59.4 €m**

(58.2 €m H1 2024)

**+2%**  
vs H1 2024

## ADJUSTED EBITDA\*

**5.6 €m**

(5.1 €m H1 2024)

**+10%**  
vs H1 2024

## NET RESULT

**2.1 €m**

(2.0 €m H1 2024)

**+6%**  
vs H1 2024

## NET FINANCIAL POSITION

**9.9 €m**

NET DEBT

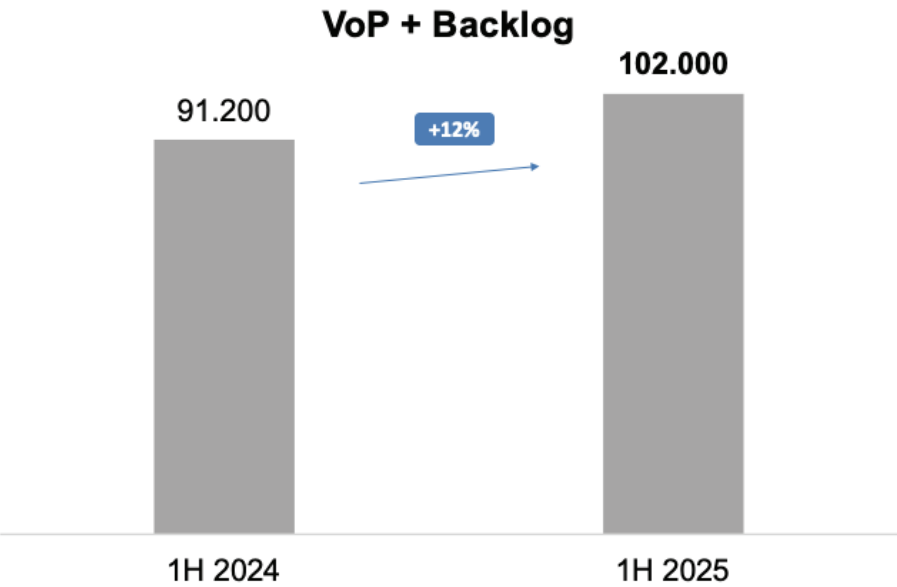
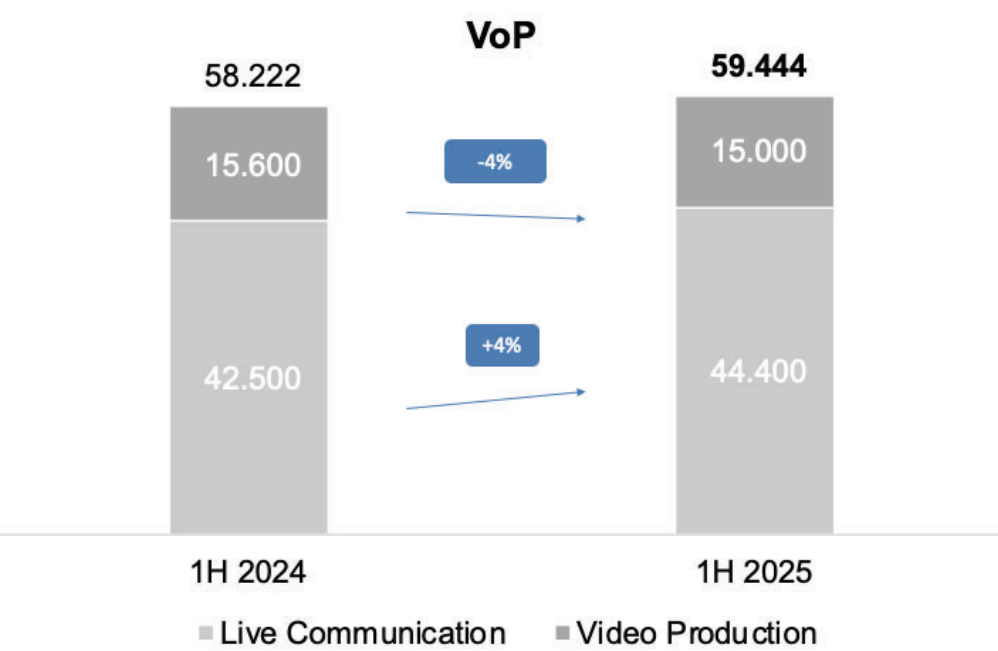
(9.5 €m FY 2024)

*\*Adj. EBITDA calculated gross of non-recurring costs of €1.5M, which mainly refer to expenses not directly related to core operations, such as expenses for due diligence, legal advice, year-end bonuses to employees, non-recurring corporate welfare, etc.*



# GROWING TOP LINE AND BACKLOG

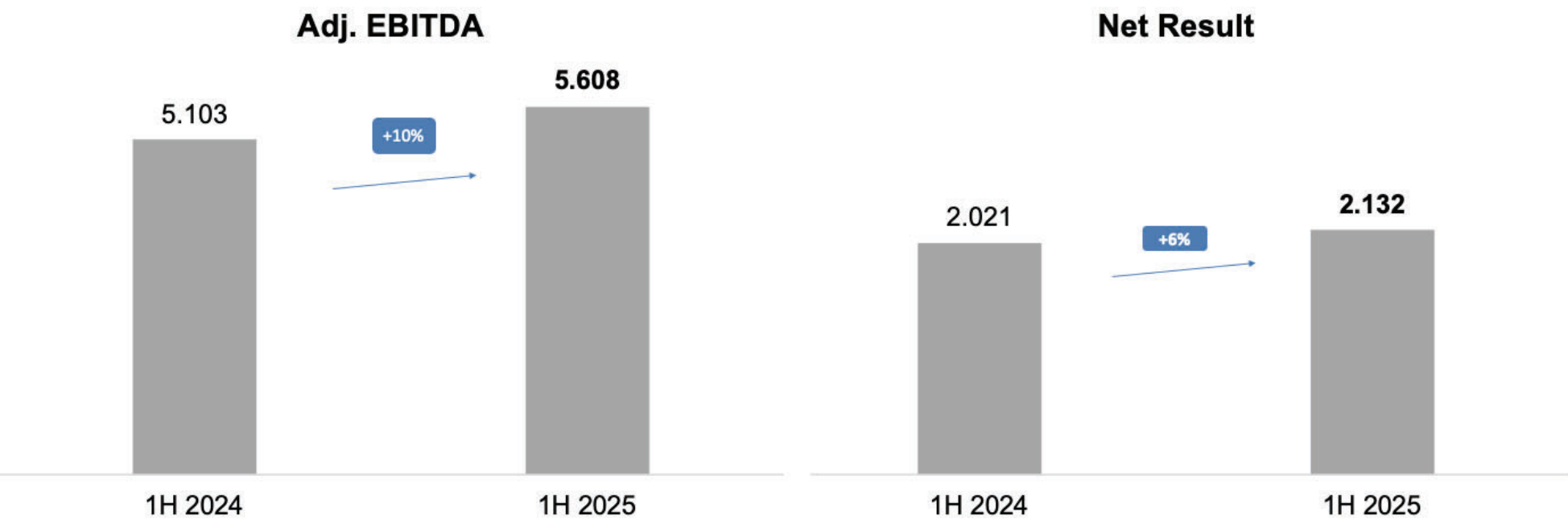
€k





# ALL PROFITABILITY INDICATORS ON THE RISE

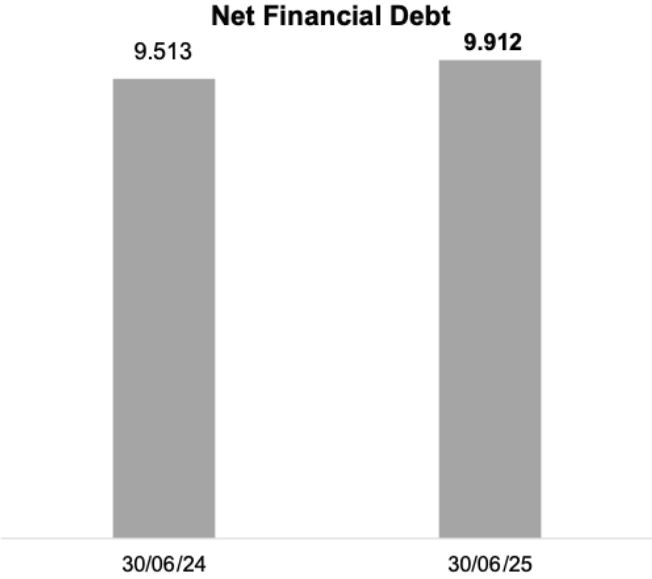
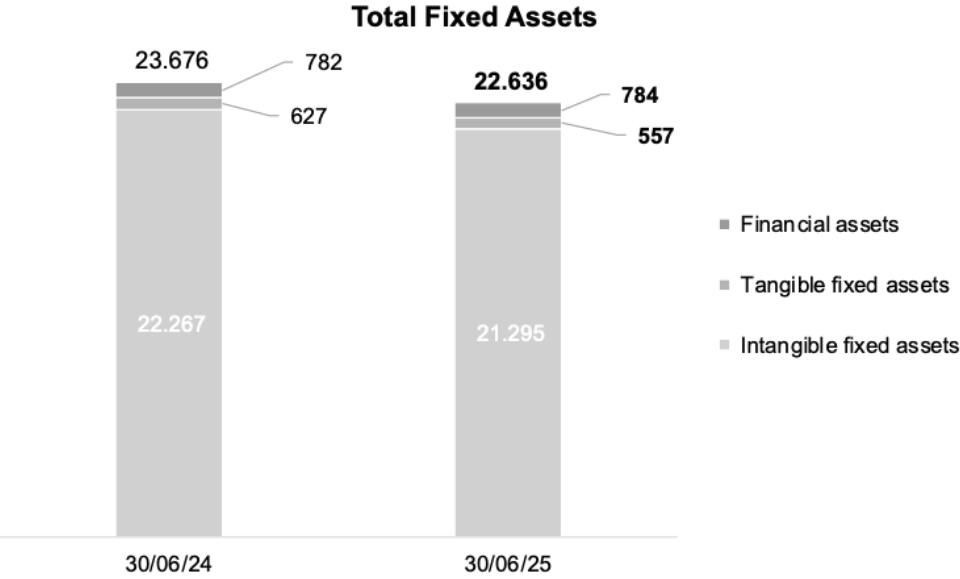
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# BALANCE SHEET

€k



Slight increase (+4%) in Net Financial Debt attributable to the dynamics related to Net Working Capital to service business development



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame, creating a strong sense of height and architectural scale. The sky is a clear, deep blue. The text "KEY STRATEGIC PILLARS" is overlaid in the center in a white, sans-serif font. The word "PILLARS" is significantly larger and bolder than "KEY STRATEGIC".

# KEY STRATEGIC **PILLARS**

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# GROWTH STRATEGIES BY BUSINESS UNITS

## LIVE COMMUNICATION

1

**Casta Diva Group** as unique platform aggregator in a **highly fragmented environment**.

**Live Communication market** will be driven by the post-pandemic resumption of in-person events, **technological innovation**, **sustainability** and **internationalization strategies**.

## VIDEO PRODUCTION

2

**Casta Diva Group** as talent hub capable of discovering and **attracting new creative talent worldwide**, and new skills in the domain of **AI generated video production**, that ensure the highest standards of **excellence**.

The Company will consolidate itself as the largest network for the production of **advertising films**, built through **active and continuous interaction** among its various offices and the expertise of its **professionals in digital communication**.

## NEW INTERESTING NICHES IN THE MARKET

3

- Additional M&A
- Acquisition of specific know-how
- Cross selling between BU



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame, creating a strong sense of height and architectural scale. The sky is a clear, deep blue. The text "COMPETITIVE ADVANTAGES" is overlaid in the center of the image.

# COMPETITIVE **ADVANTAGES**

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## COMPETITIVE ADVANTAGES

1

LEADING PLAYER IN A GROWING MARKET

2

UNIQUE PLATFORM **AGGREGATOR** IN A HIGHLY  
FRAGMENTED ENVIRONMENT

3

IMPRESSIVE GROWTH TRACK RECORD

4

INNOVATION, **ESG** AND “**GEN Z**” AT CORE

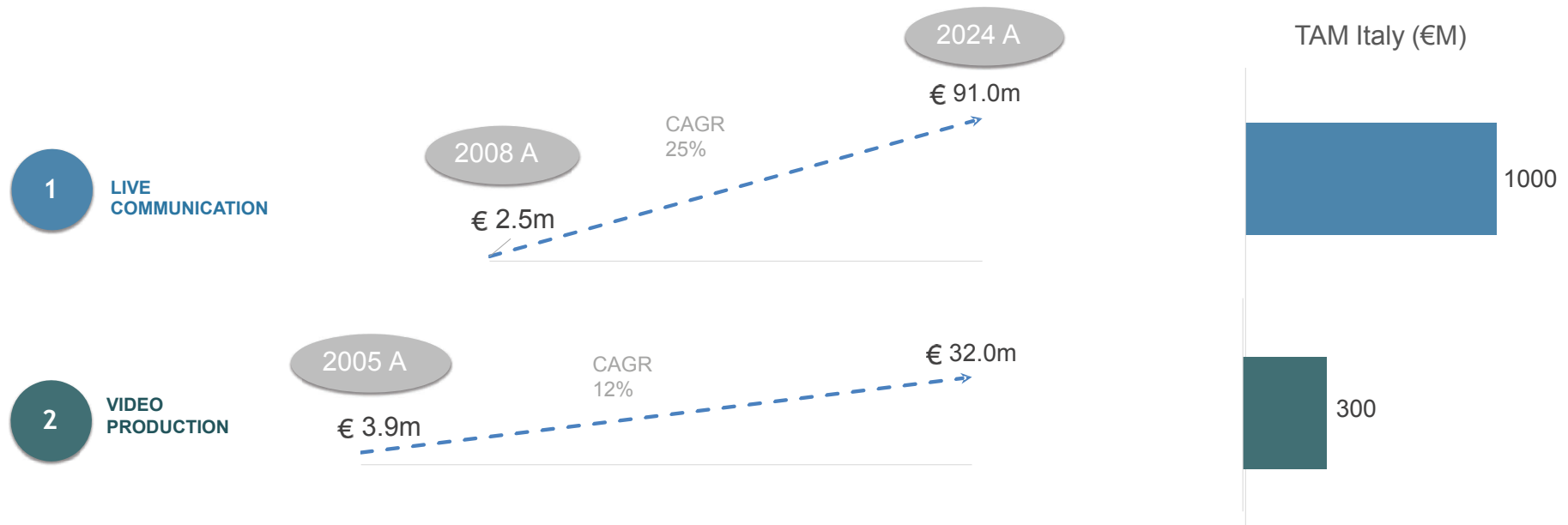
5

ONE-STOP-SHOP FOR **TOP-TIER CLIENTS**



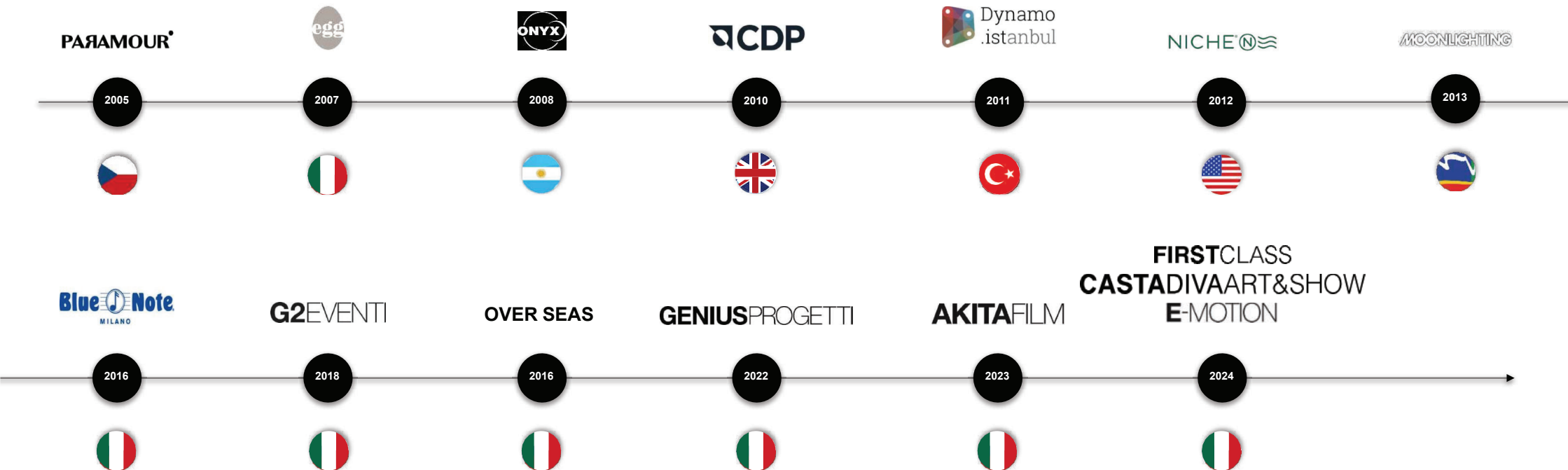
## 1 LEADING PLAYER IN A GROWING MARKET

*Casta Diva has acquired national leadership in strategic market segments over time.*



## 2 UNIQUE PLATFORM AGGREGATOR IN A HIGHLY FRAGMENTED ENVIRONMENT

*The group has the unique ability to attract brilliant key competitors and identify new market niches where it is not currently present: 15 acquisitions in 20 years*





# CASTADIVAGROUP

We Make Things Happen

1,405

*\*at October 2, 2025*

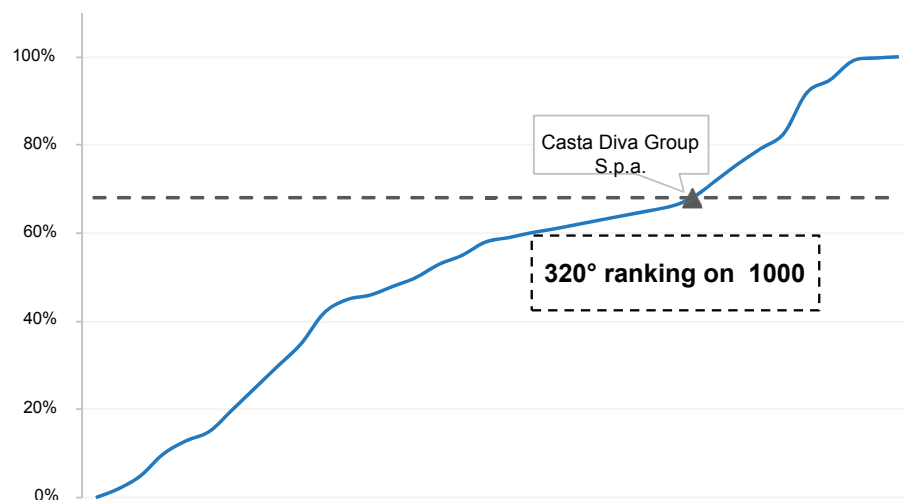


The first events agency  
to be listed on the Milan Stock Exchange  
(August 2016)

### 3 IMPRESSIVE GROWTH TRACK RECORD

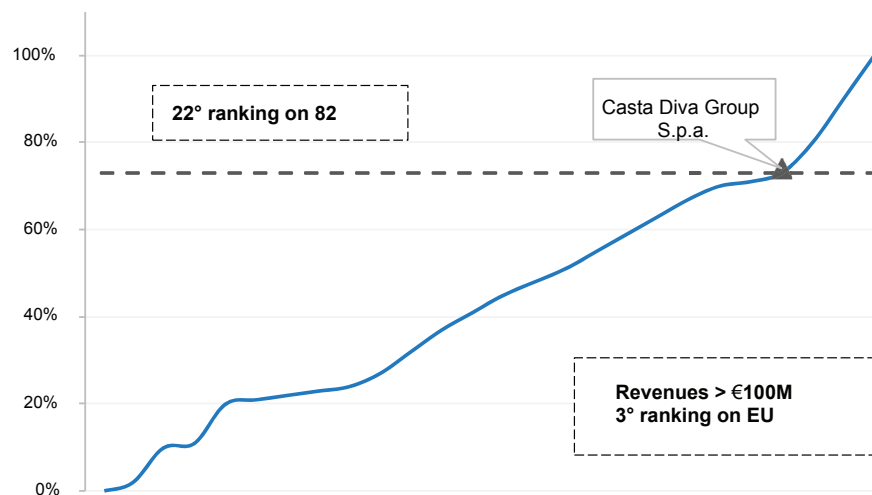
*Casta Diva Group has been included in the **FT 1000 – Europe's Fastest Growing Companies 2025**, the ranking compiled by the Financial Times in collaboration with Statista, which celebrates European companies with the highest growth rate over the past three years.*

Absolute Percentile Ranking



In the overall ranking, Casta Diva Group is positioned 320th out of 1,000, placing it in the top 32% of European companies by percentage growth.

Percentile in the "Advertising & Marketing" sector



In the "Advertising & Marketing" sector, which includes 82 European companies within the ranking, Casta Diva Group ranks 22nd in growth rate, placing it above the 73rd percentile in the industry.



# FAST ORGANIC AND INORGANIC GROWTH WITH CONSISTENT MARGINALITY

3Y total return + 85,4%



5Y total return + 190,1%



## HOW ANALYSTS SEE US

## WEBSIM



Target Price  
**€ 2,60**

**BANCA FINNAT**

Target Price  
**€ 2,60**

## TP ICAP MIDCAP



Target Price  
**€ 2,30**

Target Price: € 2,60

30 June 2025

Target Price: € 2,60

6 June 2025

Target Price: € 2,30

30 May 2025



## HOW ANALYSTS SEE US

## VALUE TRACK



Target Price: € 2,60

12 June 2025

## INTEGRAE SIM



Target Price: € 3,20

3 Oct 2025

## 4 INNOVATION, ESG AND 'GEN Z' AT CORE







## The communication campaigns of **CASTADIVA** GROUP

Everything begins with **“Questo lo abbiamo fatto domani” - We did this tomorrow** -, the first campaign entirely generated with artificial intelligence, where AI becomes a tool of vision and promise: designing the future today, with creativity and technology at the service of the client. But the machine alone is not enough: it is the team’s experience that gives shape and meaning to the outcome.

With **“Dov’è l’onda?” - Where is the wave?** -, the reflection deepens. Artificial intelligence broadens horizons, but it is imagination—Open Imagination—that brings back emotion and meaning. The absence of the fishermen in Hokusai’s famous **Wave** becomes a metaphor for a soulless future, unless guided by a creative and human vision.

Finally, **“DO NOT WORK”** opens a new perspective: that of the new generations. A visual manifesto that breaks with traditional models and asserts human potential as a driver of change. Not a rejection of work, but the ambition to redefine it in terms of freedom, expression, and growth.

Three campaigns, one single narrative:

***that of a Group that believes in the future, embraces innovation, and entrusts human talent with the responsibility of generating meaning.***



Questo l'abbiamo fatto domani.

*We did this  
tomorrow*

THE FIRST  
CASTA DIVA  
AI GENERATED ADV

***Artificial intelligence will change the world of communication***

And yet, without experience and teamwork, it cannot work. This image was created by entering the words Casta Diva into an OpenAI software capable of generating images from words, but it was us who refined and selected the results. Because that's what we do with our clients: we use technology, but we don't let it use us. We interpret the present to invent the future together.

**CASTA DIVA**

DIGITAL AND LIVE COMMUNICATION  
COMMERCIALS | TV PROGRAMS  
BRANDED CONTENTS | ENTERTAINMENT  
MUSIC | ART | CULTURE

[castadivagroup.com](https://castadivagroup.com)



# Dov'è l'onda?

*Where is the wave?*



**AI is in every device we use every day.** It allows us to expand the world around us by reconstructing off-frame contexts, imagining new geometries, and unlocking untapped potential. But what would The Great Wave off Kanagawa by Hokusai be without the fishermen overwhelmed by the storm? Just an expanse of blue water—a sea like any other—not the iconic, vibrant masterpiece it has been for two centuries. **The wave we seek is the one that stirs emotions.** Because that's how we want to use AI: to unleash our imagination. At Casta Diva, we call it **OI Open Imagination.**

## CASTADIVA

DIGITAL AND LIVE COMMUNICATION  
COMMERCIALS | TV PROGRAMS  
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# DON'T WORK



**DON'T JUST WORK:** *rewrite the present and imagine the future.*

At **Casta Diva**, we're learning this from the Generations who have only just begun to build tomorrow alongside us.

**No preconceptions:** every boundary becomes a springboard toward the future.

Because that's how, for **twenty years**, we've been turning limits into momentum and vision into reality.

**CASTA**DIVA

DIGITAL AND LIVE COMMUNICATION  
COMMERCIALS | TV PROGRAMS  
BRANDED CONTENTS | ENTERTAINMENT  
MUSIC | ART | CULTURE

[castadivagroup.com](http://castadivagroup.com)



A full-page background image of a massive ocean wave crashing, with white foam and deep blue water. The sky is a clear, vibrant blue.

# ESG

AIMING TOGETHER *to create*  
**SUSTAINABLE**  
*value*





## **CASTA DIVA HAS INTRODUCED A SERIES OF INITIATIVES KNOWN AS THE “ESG PACT” AND BECAME A **BENEFIT CORPORATION** IN 2023.**

THESE INITIATIVES INCLUDE COURSES FOR OUR EMPLOYEES AND STAKEHOLDERS, CORPORATE WELFARE PROJECTS, ENVIRONMENTAL PROTECTION, AND THE PROMOTION OF GENDER EQUALITY AND HUMAN RIGHTS.

BENEFIT COMPANIES INTEGRATE IN THEIR CORPORATE PURPOSE, IN ADDITION TO PROFIT OBJECTIVES, THE AIM OF HAVING A POSITIVE IMPACT ON SOCIETY AND THE BIOSPHERE. THESE TYPES OF COMPANIES ARE A LEGAL TOOL THAT CREATES A SOLID FOUNDATION FOR LONG-TERM MISSION ALIGNMENT AND THE CREATION OF SHARED VALUE.



An aerial photograph of a dark asphalt road that curves through a dense, green forest. The road is positioned vertically in the center of the frame, with the forest filling the rest of the image. The lighting is somewhat dim, giving the scene a moody, natural feel.

# ESG

Casta Diva is among the most virtuous companies in the EGM market.

It's a **"Sustainable Company"**

It's a **"Società Benefit"**

It has approved a **"Relazione d'Impatto"**

31% of  
total

9% of total

9% of total

*Osservatorio ECM, 2023*





# GENZPACT

## Casta Diva Group presents GENZPACT.

A new internal division of the Group composed exclusively of Generation Z talent. We will be the interpreters of the new generations, with the goal of making our clients more attractive and relevant to a young audience.





# CASTA DIVA'S Generational PACT

The **GENZPACT** division understands the **languages**, **trends**, and **communication channels** of young people because it is made up of young people. It is an essential partner for advertisers who want to become attractive and in tune with new generations, creating authentic connections with their younger customers and collaborators.

**Casta Diva** has established a structure for **researching** and **analyzing generational dynamics**. We conduct in-depth studies on the **behaviour**, **values**, and **preferences** of new generations, providing clients with valuable insights to create **events**, **commercials**, and **video formats** aligned with emerging trends.

The **GENZPACT** division develops **communication strategies** that align with the **consumption** habits, **technology** use, and social interactions of new generations. With **GENZPACT**, you anticipate the **expectations** of your younger audience and stay one step ahead of the competition.

# WEB 3 ALLIANCE

## THE FUTURE IS NOW

In 2022, the **Web 3 Alliance consortium** was established, and **Casta Diva CEO** was elected president. This association comprises companies engaged in Web 3.0-enabled technologies, encompassing **Artificial Intelligence**, blockchain, **virtual** and **augmented reality**, **NFTs**, the Internet Of Things, and more. With Web3, Casta Diva organizes conferences, refresher courses, and webinars on these topics.

The consortium now includes about **30 associates**, ranging from giants like **Invesco** or **Adobe**, to listed companies like Casta Diva, and innovative startups .



## 5 ONE-STOP-SHOP FOR TOP-TIER CLIENTS

 a2a		 Abbott	Adecco		Agos	 ALD Automotive	
	Allianz 	amazon	 Angelini Pharma	a e	AON	AQUAZZURA	 ASCENSIA Diabetes Care
 astellas		BANCO BPM	 BANCOMAT <sup>SpA</sup>		 BCC Roma	 BeiGene	
	 BOLTON GROUP	 BOROTALCO	BVLGARI	CAMPARI	cdp <sup>  </sup>	CheBanca!	 Chiesi
 Città di Palermo	 CLARINS	Clerici.	 CNI INDUSTRIAL	 CONFERENZA EPISCOPALE ITALIANA	 Conserve Italia	Copan	 Costa



	PANERAI	PANDORA		pharma &		poltronesofà	Pomellato
	Posteitaliane	PRELIOS 	prima	P&G	PROMETEON		
Rai	RACINGFORCEGROUP		REGINA	REPLAY	REVO	RICHARD MILLE	
		ROMA 	SAATCHI & SAATCHI	sanofi		SERVIER 	SILVERSEA
simest  gruppo cdp		sky	STELLANTIS	TBWA		Telepass	



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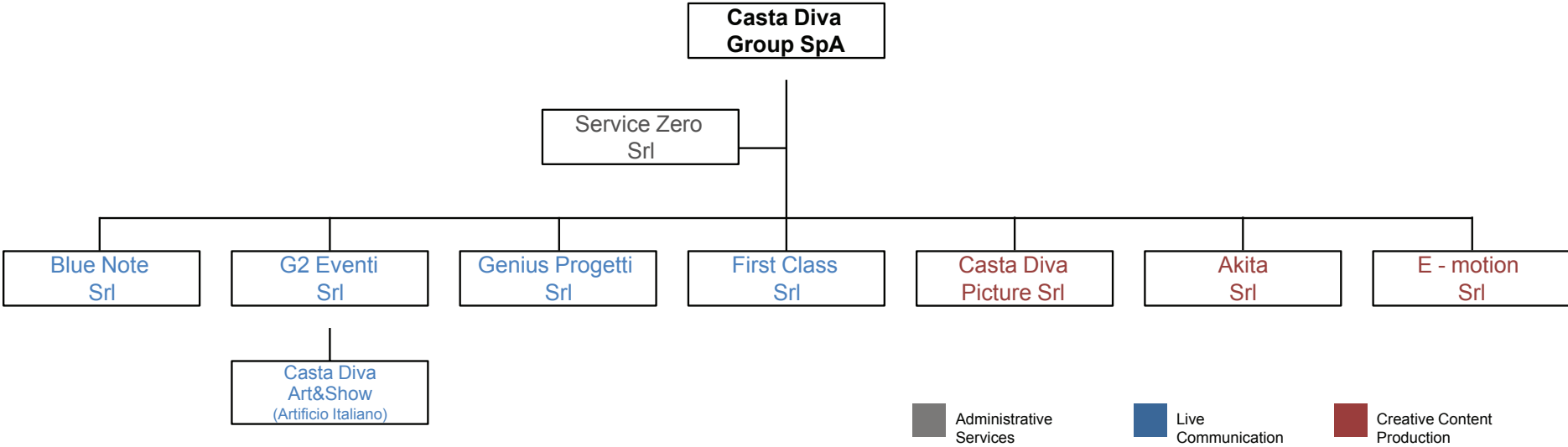
							
							

A low-angle, upward-looking photograph of four modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame, creating a strong sense of height and architectural scale. The sky is a clear, deep blue. The word "ANNEXES" is centered in the middle of the image in a white, sans-serif font.

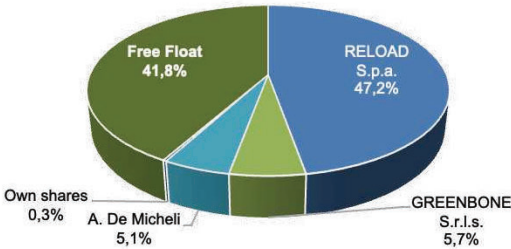
# ANNEXES



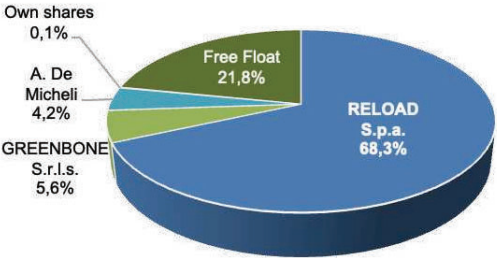
# GROUP STRUCTURE AND SHAREHOLDING



Ordinary and Multiple Voting Shares



Voting Rights



# PROFIT & LOSS

	1H 2024	% on VoP	1H 2025	% on VoP	Δ	Δ%
<b>Revenues</b>	58.000		<b>58.535</b>		<b>535</b>	<b>1%</b>
Change of work in progress	-		-		-	
Other revenues	222		909		687	310%
<b>Value of Production</b>	58.222	100%	<b>59.444</b>	<b>100%</b>	<b>1.222</b>	<b>2%</b>
External operating costs	-54.565	-94%	-55.404	-93%	- 839	2%
<b>EBITDA</b>	3.657	6%	<b>4.040</b>	<b>7%</b>	<b>383</b>	<b>10%</b>
Other management costs (extraord. and non-recurring items)	1.446		1.569		123	8%
<b>Adjusted EBITDA</b>	5.103	9%	<b>5.608</b>	<b>9%</b>	<b>506</b>	<b>10%</b>
D&A	- 1.199		- 1.074		124	-10%
<b>EBIT</b>	3.904	7%	<b>4.534</b>	<b>8%</b>	<b>630</b>	<b>16%</b>
<b>Net Income</b>	2.021	3%	<b>2.132</b>	<b>4%</b>	<b>111</b>	<b>6%</b>



# BALANCE SHEET

	31/12/24	30/06/25	Δ	Δ%
Intangible fixed assets	22.267	21.295	- 972	-4%
Tangible fixed assets	627	557	- 71	-11%
Financial assets	782	784	2	0%
<b>Total fixed assets</b>	<b>23.676</b>	<b>22.636</b>	<b>- 1.040</b>	<b>-4%</b>
Inventories	44	23	- 20	-47%
Trade receivables	24.850	31.984	7.134	29%
Trade payables	- 20.066	- 26.373	- 6.308	31%
<b>Trade Working Capital</b>	<b>4.828</b>	<b>5.634</b>	<b>806</b>	<b>17%</b>
Other assets	11.205	13.179	1.974	18%
Other liabilities	- 17.849	- 17.383	467	-3%
<b>Net Working Capital</b>	<b>- 1.816</b>	<b>1.430</b>	<b>3.247</b>	<b>-179%</b>
<b>Capital employed</b>	<b>21.859</b>	<b>24.066</b>	<b>2.207</b>	<b>10%</b>
Net Equity	10.192	11.860	1.668	16%
Net Financial Debt	9.513	9.912	400	4%
Severance pay and other funds (Provisions for risks and charges)	2.154	2.295	141	7%
<b>Total sources</b>	<b>21.859</b>	<b>24.067</b>	<b>2.208</b>	<b>10%</b>

## NET FINANCIAL DEBT

	31/12/24	30/06/25	Δ	Δ%
Cash and cash equivalents	- 14.746	- 27.535	- 12.789	87%
Financial assets	- 6.695	- 6.370	325	-5%
Financial indebttness	30.954	43.817	12.863	42%
<b>Net Financial Debt</b>	<b>9.513</b>	<b>9.912</b>	<b>400</b>	<b>4%</b>



# CASTADIVAGROUP

We Make Things Happen

**THANKS FOR YOUR  
ATTENTION**

**ANDREA DE MICHELI** | *Chairman*  
**GUIDO PALLADINI** | *CFO*

